

Amendments to the Claims:

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This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.(Original): A display strip for arranging and attaching a plurality of product-enclosed bags for the display,

which comprises at least a substrate layer and a sealant layer,

the sealant layer being bondable to a surface layer of the bag by thermocompression bonding and having no pressure sensitive adhesive property before the thermocompression bonding, but being bondable to the bag again owing to exposure of a pressure sensitive adhesive face in the case of peeling of the bag bonded by thermocompression bonding.

2.(Original): The display strip according to claim 1,

wherein the sealant layer contains a heat activated pressure sensitive adhesive.

3.(Original): The display strip according to claim 2,

wherein the sealant layer has a layered structure of two or more layers and at least the outermost layer is a heat activated pressure sensitive adhesive layer containing a heat activated pressure sensitive adhesive and an inner side layer of the heat activated pressure sensitive adhesive layer is a pressure sensitive adhesive layer having the pressure sensitive adhesive property at normal temperature.

4.(Original) The display strip according to claim 2 or 3, wherein the heat activated pressure sensitive adhesive contains a thermoplastic resin with a second transition temperature of -10 to 70°C and a solid plasticizer with a melting point of 70 to 120°C.

5.(Original): The display strip according to claim 4,
wherein the heat activated pressure sensitive adhesive further contains a tackifier.

6.(Original): The display strip according to claim 1,
wherein the sealant layer has a layered structure of two or more layers and at least the outermost layer is a heat seal layer containing a thermofusible resin having no pressure sensitive adhesive property at normal temperature and an inner side layer of the heat seal layer is a pressure sensitive adhesive layer having the pressure sensitive adhesive property at normal temperature.

7.(Original): The display strip according to claim 6,
wherein the pressure sensitive adhesive layer having the pressure sensitive adhesive property at normal temperature contains a rubber pressure sensitive adhesive or an acrylic pressure sensitive adhesive.

8.(Original): The display strip according to claim 6 or 7,
wherein the heat seal layer has a thickness of 20 μm or less.

9.(Currently Amended): The display strip according to claim 1, 2, or 3, ~~4, 5, 6, 7 or 8~~,
wherein the substrate layer comprises biaxial oriented polypropylene, biaxial oriented polyethylene terephthalate, metal, paper, or these laminates.

10. (Currently Amended): The display strip according to claim 1, 2, or 3, ~~4, 5, 6, 7, 8 or 9~~,
wherein the bag comprises at least the sealant layer and the substrate layer.

11. (Original): The display strip according to claim 10,

wherein the sealant layer comprises at least one selected from a group consisting of polypropylene, a copolymer of propylene and any other olefin, and low density polyethylene.

12.(Original): The display strip according to claim 10,
wherein the sealant layer comprises a heat-sealable biaxial oriented polypropylene film.

13.(Currently Amended): The display strip according to claim 10, ~~11 or 12~~,
wherein the sealant layer and the substrate layer are laminated via an adhesive.

14. (Currently Amended): The display strip according to claim 10, ~~11 or 12~~,
wherein the sealant layer and the substrate layer are laminated via an intermediate layer.

15.(Original): The display strip according to claim 14,
wherein the sealant layer and the intermediate layer are laminated via an adhesive.

16. (Currently Amended): A display strip and product assembly,
which is obtainable by bonding the display strip according to claim 1, 2, or 3,
~~4, 5, 6, 7, 8, 9, 10, 11, 12, 13 or 14~~ and a product-enclosed bag by heat sealing.